

## Employment & Advancement in Marketing Textbook/Competency Cross-reference

<b>Competency</b>	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. &amp; Functions</i>	<i>Mkt. Practices &amp; Principles</i>	<i>Retail Mds.</i>
C.1.a.	Chapters 3, 6, 7, & 21	Chapter 38	Chapters 12 & 37	Chapter 23	Chapters 35 & 38	Chapters 1, 18, 20, & 55
C.1.b.	Chapters 3 & 7	Chapter 38	Chapters 12 & 37	Chapter 23	Chapter 38	Chapters 18, 20, & 55
C.1.c.		Chapters 42 & 44	Chapters 41 & 42		Chapter 42	Chapter 54
C.1.d.	Chapters 12, 17, & 23	Chapter 43	Chapters 5, 41, & 42			Chapter 16
C.1.e.		Chapters 42 & 43	Chapters 41 & 42		Chapter 42	Chapters 8 & 54
C.1.f.		Chapter 42	Chapters 41 & 42		Chapter 42	Chapters 18, 19, 54, & 55
C.1.g.		Chapter 42	Chapters 41, 42, & 43		Chapters 42	Chapters 6, 16, 17, 18, 34, 54, & 55
C.2.a.		Chapter 45	Chapter 43			Chapter 17
C.2.b		Chapter 45	Chapter 43			Chapter 17
C.2.c.		Chapter 45	Chapter 43		Chapter 42	Chapter 17
C.2.d.		Chapter 45	Chapter 43		Chapter 42	Chapter 17
C.2.e.						Chapter 54
C.2.f.		Chapter 45	Chapter 43			Chapter 43
C.2.g.	Chapter 3	Chapter 43	Chapters 41 & 42		Chapter 42	Chapters 18, 54, & 55
C.3.a.	Chapter 3	Chapters 42 & 43	Chapters 41 & 42	Chapter 24	Chapter 42	Chapters 8, 17, 54, & 55
C.3.b.		Chapters 42, 43, & 44	Chapters 41 & 42		Chapter 42	Chapters 1, 2, 6, & 11
C.3.c.		Chapter 42	Chapters 41 & 42		Chapter 42	Chapters 3, 17, 18, & 54
C.3.d.		Chapters 42 & 43	Chapters 41 & 42		Chapter 42	Chapters 1, 3, 8, 17, & 54
C.3.e.		Chapters 42 & 44	Chapters 41 & 42		Chapter 42	Chapters 54 & 55
C.4.a.			Chapter 3		Chapter 21	

C.4.b.		Chapters 43, 44 & 45	Chapters 41, 42, & 43		Chapters 6, 8, 17, 18, 54, & 55
C.4.c.	Chapter 5	Chapter 28	Chapter 40		Chapters 16 & 49
C.5.a.		Chapter 45	Chapters 41, 42, & 43	Chapter 42	Chapters 17 & 54
C.5.b.		Chapters 44 & 45	Chapter 41	Chapter 42	Chapter 17
C.5.c.		Chapter 45	Chapter 43	Chapter 42	Chapter 17
C.5.d.		Chapters 42 & 44	Chapters 41, 42, & 43	Chapter 42	Chapters 16, 54, & 55